

**RJ REYNOLDS**

TOBACCO COMPANY

Date: June 14, 1995

To: All TMV Phase II Team Members

Re: June 20th Presentation Deck

Dear Team,

Enclosed you will find what is close to the actual presentation you will see on June 20th. There are several things you need to do in preparation for our full day meeting:

- Read the entire deck and list out questions you have in each section.
- If you are going to challenge a Sub-Teams recommendation then be ready to present to the entire team your alternative approach.
- Question (in your mind when your reviewing) whether the recommended action is going to reinforce positive behavior or change behavior in our favor.

In several of the areas, due to a limited amount of time, we may simply present the Issue/Objective/Strategy then ask if anyone disagrees with anything else provided on that subject. If there are no objections or questions, we will assume you agree. This obviously requires advance review. For example:

"Conditions To Remain A Direct Buying Customer"

We will cover the issue, the recommended objective and the strategy and then ask if everyone agrees to the actual recommended conditions without reviewing them point by point.

I have every expectation that we will need the full time on June 20th and may run past 6:00 pm so be well rested and we look forward to finalizing Phase II for the Steering Committee.

Sincerely,

*Bryan*

Bryan K. Stockdale

Attachments

*Copy to  
Hill  
10-15-95  
Bryan*

51855 4452